

Mass Media and Technology

Ms Laufer.



MEDIA INFLUENCE ON SOCIETY



Reaction

- ↗ What was the main message for this PSA?
- ↗ What examples did they show?
- ↗ Do you find the message true or untrue? Explain why.

Mass Media and Technology

↗ Mass Media

- ↗ Means of communication designed to reach the general population
- ↗ Seen as a way to help integrate the young into society



Mass Media

↗ Major Forms are...

- ↗ Books
- ↗ Films
- ↗ Internet
- ↗ Magazines
- ↗ Newspapers
- ↗ Radio
- ↗ TV



Robert Park

- ↗ Studies show how newspapers helped immigrants to the US adjust to their environment by changing their customary habits and teaching them the opinions of the people in their new home country



TV Fun Facts

- ↗ TV has the most influence on socialization of children
 - ↗ 68% of children have a TV in their bedroom
- ↗ 98% of US households now have at least one TV set



Agent of Socialization

- ↗ TV Dinners were invented to accommodate the people
- ↗ Candidates political office rely on media consultants
- ↗ Provides a collective experience for members of society

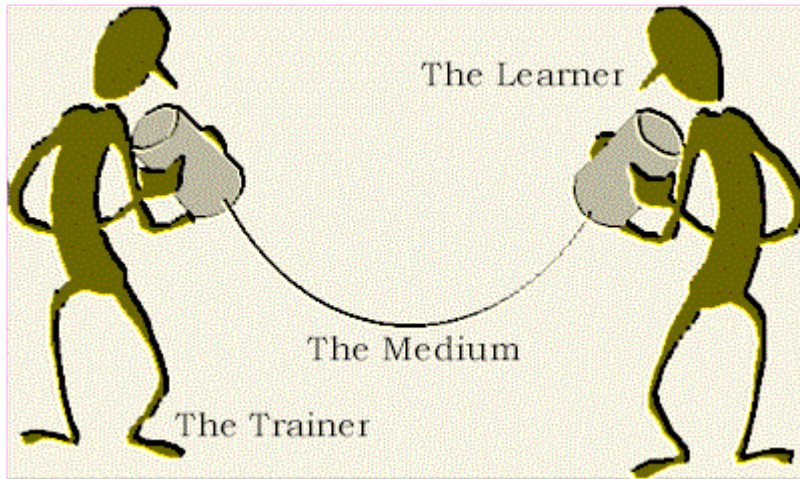
Think about this...

- ↗ How does your favorite media reflect US culture?
- ↗ How does it reflect the cultures of the rest of the world?

Role of the Media



Medium



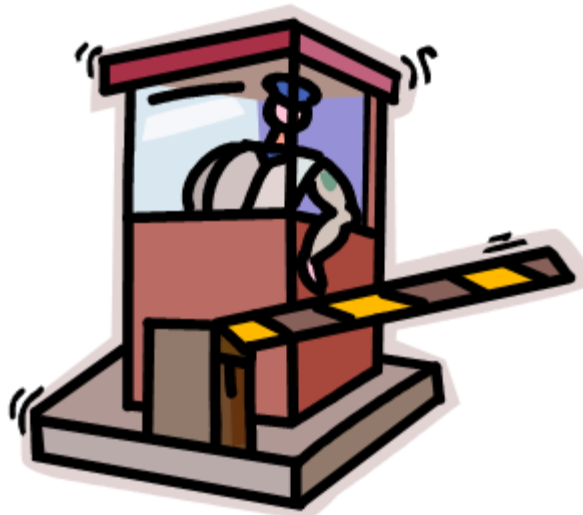
↗ Method of communicating information, entertainment, or other messages.

↗ Ex.

- ↗ Television
- ↗ Radio
- ↗ Internet
- ↗ Cell Phones

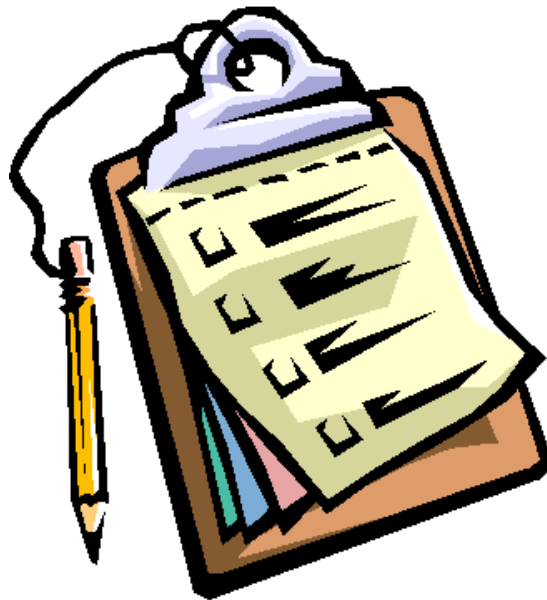
Gatekeeper

- ↗ Person or thing that controls access to something
- ↗ Process by which information is filtered to the public by the media



Public Agenda

- ↗ Consists of issues that are perceived by the political community as meriting public attention and governmental action.



Public Sphere

- ↗ An area in social life where individuals can come together to freely discuss and identify societal problems, and through that discussion influence political action.



Social Media

- ↗ Websites and applications that enable users to create and share content or to participate in social networking



Social Media

Zaption Link to: A Spotlight on Social Media

<http://zapt.io/tudsfdhe>